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ABSTRACT

Personnel from WKNO-TV and the Bureau of Educational Research and Services of the College of Education of Memphis State University conducted a study of instructional television (ITV) during the spring of 1981. The study was designed to survey the usage and effectiveness of the 1980-81 in-school programing and future needs of the instructional television services provided by the Memphis Community Television Foundation and broadcast through WKNO-TV, Memphis, and the facilities of WLJT-TV, Lexington, Tennessee. Three questionnaires were used to collect data: (1) an administrator's form, (2) a faculty coordinator's form, and (3) an individual teacher's form. The appropriate forms were sent to superintendents, supervisors/consultants, principals, teachers, ITV faculty coordinators, and other school system administrators in the Memphis City Schools, the Shelby County Schools, West Tennessee schools, private schools, and out-of-state schools. Over 51 percent of the 8,489 persons surveyed completed and returned the forms. The major survey findings reported include ITV utilization by grade level, ITV utilization by type of class, ten most used ITV series, teacher guide use, students' favorite ITV series, conditions affecting utilization, and administrative support. (Author/LLS)

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WKNO-TV ANNUAL REPORT

on

Instructional Television

1980-1981

ED205219

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ACKNOWLEDGMENTS

We gratefully acknowledge and appreciate the assistance of the thousands of educators in the WKNO/WLJT-TV viewing area who participated in this survey. These educators included administrators, supervisors/consultants, principals, ITV faculty coordinators, and teachers in:

Memphis City Schools

Shelby County Schools

Public and private schools in West Tennessee

Kennett, Missouri Public Schools

The instructional television services provided by WKNO-TV depend almost totally upon information received from educators in the Channel 10 (Memphis) and Channel 11 (Lexington) viewing areas.

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GENERAL INFORMATION

1980-81

ITV Broadcast

Total Broadcast Days	170
Total Broadcast Hours	1190

Sources of ITV Programming

Local Productions	15
Tennessee Productions	13
Consortia Productions	10
PBS Programs	8
NASA Programs	1
Leased Programs	5
Total	52

Number of New ITV Series

1980-81	17

Grade Levels Represented in ITV Programming

Grade Level	No.	%
K-4	24	46
4-6	18	18
6-8	7*	7
8-12	5*	9

(*Two overlapping series were counted twice.)

Subject Areas Represented in ITV Programming

Affective Learning	5
Art	5
Career Awareness	2
Creative Writing	1
Economics	1
Family Life	3
Handwriting	3
Health	6
Interdisciplinary	3
Language Arts	2
Literature	2
Math	3
Music	6
Reading	3
Science	9
Skills	1
Social Studies	6

(Some series were classified under more than one subject.)

1980-81 Local Productions

VANTAGE POINT (Science 4-6)	6
Positive Classroom Management	1

Utilization Workshops

	No.	Hrs.	% of Time
Memphis City Schools	8	22	38
Shelby County Schools	2	2	3
West Tennessee Conferences	6	18	31
Community	8	11	19
Broadcast Area (on-air)	7	5	9
Total	31	58	100

Instructional Television Programs
WKNO-TV (10) - WLJT-TV (11)

1980-81

SUBJECT AREA	GRADE LEVELS / SERIES								
	K	1	2	3	4	5	6	Jr.	Sr.
Affective Learning	RIPPLES				INSIDE/OUT				ON THE LEVEL
		OUR END OF THE ATTIC					SELF, INC.		
Art	IS THE SKY ALWAYS BLUE?			YOUNG AT ART		IMPRES-SIONS			
		OUR END OF THE ATTIC					IMAGES & THINGS		
Career Awareness						BREAD & BUTTER-FLIES			
						FREESTYLE			
Creative Writing					ZEBRA WINGS				
Economics						TRADE-OFFS			
Family Life								ON THE LEVEL	
								FOOTSTEPS	
								ADVOCATES IN BRIEF	
Hand-writing		MANU-SCRIPT WRTG.		WISE WRITE'S WORKSHOP		CURSIVE WRITING			
Health	RIPPLES				INSIDE/OUT				
					APPLES AND MORE				
							SELF, INC.		
								SOUP TO NUTS	
									ON THE LEVEL

SUBJECT AREA	GRADE LEVELS / SERIES								
	K	1	2	3	4	5	6	Jr.	Sr.
Inter-disciplinary	SESAME STREET	OUR END OF THE ATTIC							
	HOT-STUFF								
Language Arts				MAGIC SHOP					
				THE WRITE CHANNEL					
Literature		MAGIC PAGES			ONCE UPON A CLASSIC				
Math		NUMBERS ROUNDUP				MEASURE-METRIC			
			RAINBOW OF FUN						
Music		PLAY-GROUND I	PLAY-GROUND II	MUSIC & ME					
					MUSIC . . . IS				
						OPENING			
Reading		LETTER PEOPLE							
			THE ELECTRIC COMPANY						
					READ ALL ABOUT IT!				
Science		BACKYARD SCIENCE		SCIENCE CORNER	WHY?				
					3-2-1 CONTACT				
						DISCOVER-ING	S.B.I.		

SUBJECT AREA	GRADE LEVELS / SERIES								
	K	1	2	3	4	5	6	Jr.	Sr.
Science								LIFE SCIENCE	
								SPACE:	
								SEARCH FOR SOLUTIONS	
Skills					BASIC SKILLS DEVELOPMENT				
Social Studies		FOLLOW ME		LOOK AROUND 3-4					
					FINDING OUR WAY				
						LOOK AROUND 5-6			
						THE TENNESSEE STORY			
								ADVOCATES IN BRIEF	

MAJOR SURVEY FINDINGS

1980-81

Introduction

Personnel from WKNO-TV and the Bureau of Educational Research and Services of the College of Education of Memphis State University conducted a study of instructional television (ITV) during the spring, 1981. The study was designed to survey the usage and effectiveness of the 1980-81 in-school programming and future needs of instructional television services provided by the Memphis Community Television Foundation and broadcast through WKNO-TV, Memphis, and the facilities of WLJT-TV, Lexington, Tennessee.

Procedures

Three surveys were utilized to collect data: (1) Administrator's Form 1980-81 ITV Survey, WKNO/WLJT-TV; (2) ITV Faculty Coordinator's Form, WKNO/WLJT-TV, 1980-81 School Survey; and (3) Individual Teacher's Form, 1980-81 ITV Survey. A copy of each instrument appears in Appendix A.

The surveys were sent to superintendents, supervisors/consultants, principals, teachers, ITV faculty coordinators, and other school system administrators in the Memphis City Schools, the Shelby County Schools, West Tennessee schools, private schools, and out-of-state schools. Also included were the Tennessee State Department of Education administrators and supervisors in the three district offices located in West Tennessee. Recipients also received a letter requesting their cooperation and stating the purposes of the survey. Those not responding to the survey by a specified date were sent a reminder and then a follow-up letter and additional survey materials.

The number of persons surveyed totaled 8,489. Each public school in Shelby County and West Tennessee was sent administrator and faculty coordinator forms. Selected administrative and supervisory personnel in those

school systems also received the administrator forms. Teacher forms were sent to all Memphis public schools and Shelby County schools, but only to participating West Tennessee public schools. Only participating private schools and out-of-state-schools received the three forms.

Data Analysis

The survey instruments yielded the information requested. The analysis of the data is presented by respondents, utilization, and needs assessment.

Respondents

Table 1 depicts the number and percentage of respondents to the survey instruments by type of school group. The Teacher's Forms had the largest number of respondents (N=3,665), followed by the Administrator's Form (N=345), and the Faculty Coordinator's Form (N=248). The total number of respondents was 4,258. The Faculty Coordinator's Form had the largest percentage of respondents (52), followed by the Administrator's Form (51) and the Teacher's Form (50). The over-all percentage of respondents over recipients was 51, based on 4,258 respondents of 8,489 persons sent forms.

The Memphis City Schools had the largest number of respondents (N=3,377, or 57 percent of their total), followed by Shelby County Schools (N=601, or 44 percent), West Tennessee schools (N=208, or 22 percent), private schools (N=48, or 41 percent), State Department district offices (N=14, or 56 percent) and out-of-state schools (N=10, or 15 percent). Memphis City Schools also ranked first in the percentage of total participants, followed by the State Department district offices, Shelby County Schools, the private schools, the West Tennessee schools, and the out-of-state schools.

TABLE 1

NUMBER AND PERCENTAGE OF RESPONDENTS TO THE SURVEY INSTRUMENTS BY TYPE OF SCHOOL GROUP

School Group	Administrator's Form				Faculty Coordinator's Form			Teacher's Form			Total		
	Pos.	Sent	Returned	%	Sent	Returned	%	Sent	Returned	%	Sent	Returned	%
MCS	Adm.	101	68	67									
	Prin.	166	124	75									
	Total	267	192	72	166	135	79	5542	3050	55	5975	3377	57
SCS	Adm.	29	18	62									
	Prin.	34	23	68									
	Total	63	41	65	34	27	80	1259	533	42	1356	601	44
West TN	Supt.	45*	15	33									
	Supv.	6**	5	83									
	Adm.	51	20	39									
	Prin.	254	67	26									
	Total	305	87	29	254	77	30	393**	44	11	952	208	22
Private**		14	9	64	14	9	64	88	30	34	116	48	41
Out-of-State**	Adm.	1	0	0									
	Prin.	5	2	40	5	0	0	54	8	15	65	10	15
	Total	6	2	33									
State Dept.	Dist.	25	14	56	0	0	0	0	0	0	25	14	56
Totals		680	345	51	473	248	52	7336	3665	50	8489	4258	51

*All West Tennessee superintendents

**Participating only

Utilization

ITV Series

Instructional television (ITV) series are designed to be used as an instructional resource in the classroom as part of the school curricula. Teacher guides accompany the series to provide teachers with a suggested lesson plan for each program. ITV programs are broadcast during the school day.

Table 2 depicts the rank order of the number of grade levels using ITV based on all coordinator surveys from the various types of systems surveyed. Kindergarten usage ranked first, having a total of 154 of 248, or 62 percent, using the instructional tool; the eleventh and twelfth grades ranked last, having 46, or 19 percent, indicating ITV usage. Special education and resource or enrichment were included with all grade levels. Levels were ranked sequentially, except for the seventh and eighth grades; that is, as the grade level increased, usage declined.

TABLE 2

ITV UTILIZATION RANKED BY GRADE LEVEL
BY COORDINATORS (N=248)

Rank	Grade Level	Use	%	Non-Use	%
1	Kindergarten	154	62.1	94	37.9
2	First Grade	153	61.7	95	38.3
2	Second Grade	153	61.7	95	38.3
3	Third Grade	151	60.9	97	39.1
4	Fourth Grade	143	57.7	105	42.3
5	Fifth Grade	140	56.5	108	43.5
5	Special Education	140	56.5	108	43.5
6	Sixth Grade	137	55.2	111	44.8
7	Resource or Enrichment	102	41.1	146	58.9
8	Eighth Grade	90	36.3	158	63.7
9	Seventh Grade	89	35.9	159	64.1
10	Ninth Grade	53	21.4	195	78.6
11	Tenth Grade	47	19.0	201	81.0
12	Eleventh Grade	46	18.5	202	81.5
12	Twelfth Grade	46	18.5	202	81.5

The rank order of type of class (N=248) using ITV is shown in Table 3. ITV is used primarily in self-contained classes (N=157, or 63 percent), then most often in departmentalized classes (N=63, or 25 percent), followed by special education classes (N=43, or 17 percent), resource or enriched (N=35, or 14 percent), and I.G.E. or team taught classes (N=9, or 4 percent). Responses indicated that some schools had ITV in more than one type of class- room situation.

TABLE 3

ITV UTILIZATION RANKED BY TYPE OF CLASS
BY COORDINATORS (N=248)

Rank Order	Type of Class	Use	%	Non-Use	%
1	Self-Contained	157	63.3	91	36.7
2	Departmentalized	63	25.4	185	74.6
3	Special Education	43	17.3	205	82.7
4	Resource	35	14.1	213	85.9
5	IGE or Team Teaching	9	3.6	239	96.4

Specific Utilization - Class Viewership

Table 4 indicates the ten top-ranking ITV series utilized in classes during the 1980-81 viewing year. The ten rankings included more than half (N= 1,737) of all classes (N=3,443) involved in viewing. Ranked first was SESAME STREET (N=333), which was also ranked first in both the Memphis City

TABLE 4

TEN MOST USED ITV SERIES RANKED
BY NUMBER OF CLASSES

Rank	Series	Subject/Grade	MCS	SCS	W. TN	Priv.	Out/st.	Total
1	Sesame Street	Interdis./Pre-	271	55	4	3	0	333
2	Science Corner	Science/3	215	44	3	13	0	275
3	Electric Co.	Reading/2-4	152	40	4	0	0	196
4	Backyard Science	Science/1-2	164	25	3	0	0	192
5	Hot Stuff	Interdis./K	156	26	1	0	8	191
6	Letter People	Reading/1-2	118	11	1	3	0	133
7	S.B.I.	Science/6	108	10	0	0	2	120
8	Cursive Writing	Handwrtg./5-6	95	7	0	0	0	102
9	Why?	Science/4	91	7	1	2	1	102
10	Ripples	Health/K-1	66	15	2	2	8	93

Schools and Shelby County Schools; second was SCIENCE CORNER (N= 275) also ranked equally by the two school systems; third was ELECTRIC COMPANY (N=152), receiving that ranking only in the Shelby County Schools. For a complete ranking see Appendix B. Science programs (N=4) were viewed most often, and classes in grades 2 and 3 viewed more programs than did other classes.

Specific Utilization - Student Viewership

Table 5 shows the ten top-ranking ITV series by number of students viewing during 1980-81. A complete ranking appears in Appendix B. The viewership rankings by numbers of students differs from those of classes due to differences in class size. Student rankings are presented here as an indication of the number of individual students served by the various series.

A total of 80,588 students was reported to have viewed the 52 different programs. The ten top-ranking programs were seen by almost 50 percent of these viewers.

TABLE 5

TEN MOST USED ITV SERIES RANKED
BY NUMBER OF STUDENTS

Rank	Series	Subject/Grade	MCS	SCS	W. TN	Priv.	Out/st.	Total
1	Sesame Street	Interdis./Pre-	5401	1329	93	21	0	6844
2	Science Corner	Science/3	5299	902	67	279	0	6547
3	Backyd. Science	Science/1-2	3590	652	63	0	0	4305
4	Electric Co.	Reading/2-4	3147	986	72	0	0	4205
5	Hot Stuff	Interdis./K	3276	628	23	0	161	4088
6	S.B.I.	Science/6	2857	282	0	0	45	3184
7	Letter People	Reading/1-2	2478	276	21	63	0	2838
8	Why?	Science/4	2448	196	26	54	29	2753
9	Cursive Writing	Handwrtg./5-6	2271	159	0	0	0	2430
10	Wise Write's Workshop	Handwrtg./3/4	2011	254	93	25	0	2383

Grade Level Utilization. ITV series designed for use in kindergarten through grade four received the greatest utilization. Series for these grade levels comprise 24, or 46 percent, of the total 52 ITV series. The 12 secondary programs, 22 percent of the total number of series, were used least.

Subject Area Utilization. Of the ten top-ranked series, science programs (N=4) were viewed by the largest number of students (16,789). Interdisciplinary programs (N=2) ranked second in student viewership (10,932), followed by reading (N=2) with 7,043 student viewers, and handwriting (N=2) with a viewership of 4,813.

The most used series, subjects, and grade levels were similar in both the Memphis City Schools and the Shelby County Schools. West Tennessee schools, private schools, and out-of-state schools, which comprised only 10 percent of the responses, had frequencies too low for generalizations.

Basic vs. Enrichment. Some instructional television series are instructionally designed to provide basic instruction. There was almost equal

use of both types of series by all school system groups.

Teacher Guide Use. Appendix B includes the totals for the teacher guides requested and sent out during 1980-81 until April 1, 1981. Of the 4,994 sent, 3,817 (76 percent) were sent to Memphis City Schools; 490 (10 percent), to Shelby County Schools; 555 (11 percent), to West Tennessee Schools; 122 (2 percent), to private schools; and 10 (.2 percent), to out-of-state schools.

The five most requested guides were for IS THE SKY ALWAYS BLUE? (N=308), WHY? (N=260), READ ALL ABOUT IT! (N=235), YOUNG AT ART (N=216), and 3-2-1 CONTACT (N=211), all new series for 1980-81. The other 47 programs received from 19 to 192 requests, except for four series for which there were no guides. Teachers generally keep and reuse the guides for older series.

Actual guide use was reported by teachers for all but six series. See Appendix B. Responses to the Teacher's Form item on guide use, if accurate, indicated that the guides requested by and sent to teachers are not being fully utilized. Guide user totaled 1,854, of which 1,549 were from the Memphis City Schools, 233 from Shelby County Schools, and the rest from the other school systems.

Most Used Guides. Ranked first in guide use was SCIENCE CORNER (N=232), followed by HOT STUFF (N=115), and BACKYARD SCIENCE (N=104). Usage of other guides ranged from 95 to 1.

Students' Favorite ITV Series

Teachers were asked to poll their students to ascertain their favorite series. The results are presented in Appendix B. Student choices were limited to a great extent to those series that teachers chose to use in class. In some cases, students voted for more than one series, resulting in a larger total than the class enrollments.

Table 6 presents five top-ranking favorite ITV series selected by students in each type of school group surveyed, except for out-of-state schools, from which there was no response. SESAME STREET ranked first of all responses (N=3,416), followed by SCIENCE CORNER (N=2,779), ELECTRIC COMPANY (N=2,132), HOT STUFF (N=1,401), and READ ALL ABOUT IT! (N=1,042).

TABLE 6

RANK ORDER OF STUDENT FAVORITES BY TYPE OF SCHOOL GROUP SURVEYED

Rank	MCS	SCS	West Tennessee	Private
1	Sesame Street (N=2,711)	Sesame Street (N=600)	Sesame Street (N=93)	3-2-1 Contact (N=85)
2	Science Corner (N=2,464)	Electric Company (N=364)	Electric Company (N=72)	Read All About It (N=42)
3	Electric Company (N=1,691)	Science Corner (N=300)	Wise Write's Workshop (N=44)	Young At Art (N=16)
4	Hot Stuff (N=1,245)	Read All About It! (N=275)	Young At Art (N=42)	Bread and Butterflies (N=15)
5	S.B.I. (N=823)	Inside/Out (N=160)	Look Around, 3-4 (N=38)	Sesame Street (N=12)

Conditions Affecting Utilization

In an effort to ascertain problems involved in the use of ITV series, several methods were used. Non-using teachers were asked to check reasons they were not using ITV. Faculty coordinators at each school were polled to check on the quality of the television signal received, types of equipment

available in the schools, the ratio of TV sets to teachers, the accessibility of television sets, repair services available and used, and the quality of equipment maintenance. Administrators were questioned to ascertain their support of teacher use of ITV.

Teacher Non-Use of ITV

Table 7 gives data obtained from the Teacher's Form question about why teachers do not use ITV. West Tennessee and out-of-state teachers did not respond to this item. More responses came from Memphis City Schools because of the larger number of teachers in the system; however, those rankings were highly comparable to responses of teachers in the Shelby County Schools. Ranked first (N=712) as their total response with private schools was not enough time (reason 1); second (N=540), that the TV set was not easily accessible (reason 6); and third (N=470), that programs do not fit the curriculum (reason 8). All other rankings are in the table.

TABLE 7

NUMBER OF RESPONSES TO REASONS
TEACHERS DO NOT USE ITV

Reason	Memphis City Schools			Shelby County Schools		Private	Total	Rank
	Elem.	Jr.	High	Elem.	Mid-High	Elem.		
1	423	80	50	138	18	3	712	1
2	228	57	27	72	17	2	403	4
3	53	124	64	19	10	1	271	6
4	47	131	30	20	47	2	277	5
5	19	-	-	-	1	-	20	10
6	244	157	93	38	6	2	540	2
7	52	19	6	12	-	1	90	9
8	140	153	123	34	19	1	470	3
9	56	48	18	8	1	-	131	7
10	20	58	26	4	3	-	111	8

The reasons code for Table 7 follows:

1. Not enough time in my schedule.
2. ITV programs scheduled at the wrong times.
3. Do not know ITV schedule or have teacher guides.
4. Classes are departmentalized and no videorecorder available.
5. Administrators discourage use.
6. TV set not easily accessible.
7. TV set/antenna inoperable or non-existent.
8. ITV programs do not fit my curriculum.
9. I don't need ITV to enhance my instruction.
10. Do not know how to use ITV effectively.

Quality of Television Signal in West Tennessee

Only West Tennessee schools were asked about the quality of the television signal received because it was assumed that in the Shelby County area there was no problem with the quality of the signal. The number of West Tennessee schools responding to this item was 71. The majority of the responding schools (51 percent) rated the signal good to excellent; 17 percent rated it fair; 10 percent, poor; and 22 percent did not respond with sufficient data.

Equipment for Utilizing ITV in the Schools

Concerning types of television equipment, the Memphis City Schools had both the greatest variety of equipment and numbers of units; private schools reported equipment in the fewest categories and had the fewest units. No response was obtained from out-of-state systems. Table 8 shows the types of TV equipment in each school group.

Ratio of TV Sets to Number of Classes

The ratio of TV sets to classes was reported by all responding groups except out-of-state schools. The most frequently reported ratio was one set

TABLE 8

NUMBER AND PERCENTAGE OF IN-SCHOOL TV EQUIPMENT BY SCHOOL GROUP

School Group	TV Sets		Video-Recorders					
	B & W	Color	1/2" Open Reel	3/4" Cassette	1/2" Beta Max	1/2" VHS	Other	Total Recorders
MCS (N=135)	123 (91%)	30 (22%)	9	8	1	7	1	26 (19%)
SCS (N=27)	26 (96%)	2 (7%)	0	0	0	0	1	1 (4%)
W. TN (N=77)	57 (74%)	15 (19%)	2	7	4	6	1	20 (26%)
Private (N=9)	5 (56%)	5 (56%)	0	0	0	1	0	1 (11%)

to two classes (N=56, or 25 percent); the second, one set to eight or more classes (N=51, or 23 percent); the third, one set to one class (N=41, or 18 percent). See Appendix B for the complete data.

Accessibility of TV Sets in Schools

ITV faculty coordinators in each school were asked to designate the location of television set storage in the schools. The majority of respondents to this item (N=130) indicated that television sets were stored in teachers' classrooms. The second most frequent storage location (N=80) was the library, followed by other (N=65), halls (N=15), and empty classrooms (N=14).

These respondents were also asked if that location were easily accessible to teachers. The majority (N=202, or 82 percent) reported that the given location was accessible; eighteen (7 percent) reported that it was not easily accessible; and 28 (11 percent) did not respond. No response was received

from out-of-state schools. See the Teacher Non-Use data for teacher response to this question.

Repair Service for School TV Equipment

Respondents indicated that TV equipment was repaired most often by personnel from the Boards of Education (N=173, or 70 percent), then by full-price, commercial repair shops (N=41, or 17 percent), followed by vocational-technical classes (N=15, or 6 percent). They indicated that volunteer repair and local, commercial discounted repair occurred on a limited basis (N=5, or 2 percent). Five respondents did not answer this item.

TV Set Maintenance

ITV faculty coordinators were asked to rate the degree to which their school television sets are maintained in satisfactory working condition. Only the out-of-state schools did not respond. Table 9 shows the ratings for each school group reported.

TABLE 9

NUMBER AND PERCENTAGE OF SCHOOLS REPORTING SATISFACTORY TV SET MAINTENANCE

School Group	TV Set Maintenance				
	Excellent	Good	Fair	Poor	No Response
Memphis City Schools	32 (24%)	80 (59%)	16 (12%)	2 (1%)	5 (4%)
Shelby County Schools	8 (30%)	16 (59%)	-- --	2 (7%)	1 (4%)
West TN	8 (10%)	20 (26%)	25 (33%)	10 (13%)	14 (18%)
Private	3 (33%)	3 (33%)	2 (22%)	1 (11%)	-- --

Shelby County Schools received the highest good to excellent rating by percentage of respondents (92 percent), followed by Memphis City Schools (86 percent), private schools (67 percent), and West Tennessee schools (44 percent). All except West Tennessee schools received a majority of good to excellent ratings; however, West Tennessee schools received an overall majority rating of fair to excellent.

Administrative Support

Thirty-seven administrators (11 percent) rated the value of instructional television as an instructional resource to be superior; 211 (61 percent) rated it to be considerable; 79 (23 percent) rated it moderate; 8 (2 percent), little; and 9 (2 percent) gave no response. Each group rated the support of ITV as being either superior or considerable in 60 percent or more of the responses. West Tennessee respondents had the largest percentage (11) rating the value as superior; Shelby County Schools had the largest percentage (69) rating the value as considerable.

Of all of the administrators rating the ITV value as superior, the supervisors and consultants constituted the largest number (N=16) and percentage (43); of those rating ITV of considerable value, principals were the largest group (N=139) and percentage (66). Principals also were the largest group (N=52) and the largest percentage (66), rating ITV of moderate value, and they also were the largest group (N=5) and percentage (63) ranking the ITV as of little value.

Most administrators (N=207, or 63 percent) encouraged the use of ITV, but a sizeable group (N=92, or 28 percent) neither encouraged nor discouraged its use. Only 22, or 7 percent, strongly encouraged its use, and a few (N=5, or 1.5 percent) either discouraged or strongly discouraged its use. Sixty per-

cent to 89 percent of the personnel of each school system and the State Department of Education district offices either strongly encouraged or encouraged the use of ITV.

Superintendents (6 of 10) reported either strongly encouraging or encouraging the use of ITV, as did other administrators (21 of 27), supervisors and consultants (50 of 73), principals (142 of 202), and State Department supervisors (10 of 13). Encouragement to use ITV was urged by 64 percent of all administrative respondents.

Administrative Preparation

Of the 299 administrators responding to the question about their preparation or training for using ITV, 101 (34 percent) indicated they have had training, and 198 (66 percent) said they have had none. The largest number (N=67) and percentage (38) of those replying yes to preparation for usage was from the Memphis City Schools. Private schools had the largest percentage (88) responding no to the question.

A similar emphasis occurred concerning the question about utilization training in the past three years. Only 42 of 169 (25 percent) replied yes to the question; 127 of 169 (75 percent) had none. Shelby County Schools personnel ranked highest in percentage (35) of those responding yes concerning the training; private schools ranked highest (100 percent) of those responding no.

By type of position, other administrative personnel ranked highest in percentage (53) of the type of group responding yes to the question of training in the past three years, followed by State Department personnel (50 percent) supervisors and consultants (46 percent), superintendents (33 percent), and principals (12 percent).

Of the 202 administrative respondents indicating some type of training for ITV utilization, 57 (28 percent) indicated a college course as the mode; 50 (25 percent), district inservice; 34 (17 percent), workshop or professional meeting; 26 (13 percent) televised inservice; 23 (11 percent), workshop local ITV; and 12 (6 percent) State Department of Education inservice. If an administrator chose only one response, the percentage of persons responding to this item was 59.

Facilitator/Hindrances to ITV Use

A list of 13 items was provided administrators, who were asked to choose whether each item most facilitated, most hindered, or neither facilitated nor hindered ITV use. Items were (1) program availability to meet curriculum needs, (2) broadcast schedule, (3) equipment to receive and use programs, (4) signal reception, (5) advance broadcast schedule, (6) guide materials, (7) attitude of administrators, (8) student attitude toward ITV, (9) parent attitude toward ITV, (10) teacher attitude, (11) effective use by teachers, (12) administrative expense, and (13) information from TV station. Responses to this inquiry are in Appendix B.

The five highest ranking items judged to be most facilitating of the use of ITV were advance broadcast schedule (N=175), guide materials (N=170), information from TV station (N=155), teacher attitude (N=114), and program availability to meet curriculum needs (N=107). Other responses in this category ranged from 175 to 33; percentages for the choice of this category by item ranged from 51 to 10.

The five highest ranking items judged to be those that most hindered use of ITV were the broadcast schedule (N=172), equipment to receive and use programs (N=125), effective use by teachers (N=107), program availability

(N=106), and administrative expense (N=68). Responses in this category ranged from 172 to 22; percentages for the choice of this category by item ranged from 50 to 8.

The five highest ranking items judged to be neither facilitating nor hindering to the use of ITV were parent attitude toward ITV (N=196), administrative expense (N=182), student attitude toward ITV (N=162), attitude of administrative/superiors (N=157), and signal reception (N=138). Responses in this category ranged from 196 to 58; percentages for the choice of this category by item ranged from 57 to 17.

No response was included as a category responded to for each item. Ratings ranged from 61 to 41; percentages for the choice of this category by item ranged from 18 to 12.

Value of ITV Uses Objectives

Administrators were asked to rate the importance of the following objectives in the use of ITV: (1) to extend the range of experience available to students, (2) to present new materials, (3) to provide different approaches for presenting material, (4) to reinforce material taught in class, (5) to bring new resources and/or persons into classrooms, (6) to motivate students' interest in a subject, (7) to lighten the teaching load, (8) to allow the teacher to observe students, (9) to allow teacher/students a brief time to relax, (10) to permit individualization of instruction, and (11) to present subject matter where there is not a special teacher (music, science).

A scale ranging from very important to very unimportant was used to indicate the degree of importance of the uses of ITV. Data about their responses are in Appendix B.

The three highest ranked items rated very important were to extend the

range of experiences available to students (N=176), to bring new resources and/or persons into classrooms (N=175), and to motivate students' interest in a subject (N=153). Responses in this category ranged from 176 to 13: percentages for the choice of this category by item ranged from 51 to 4.

The three highest ranked items rated moderately important were to present new materials (N=152), to provide different approaches for presenting material (N=148), and to reinforce material taught in class (N=137) and to motivate students' interest in a subject (N=137). Responses in this category ranged from 152 to 35; percentages for the choice of this category by item ranged from 44 to 10.

The three highest ranked items that were considered neither important nor unimportant were: to lighten the teaching load (N=99), to allow the teacher to observe students (N=94), and to allow teachers a brief time to relax (N=90). Responses in this category ranged from 99 to 13; percentages for the choice of this category by item ranged from 29 to 4.

The three highest ranking items rated moderately unimportant were to allow the teacher to observe students (N=55), to lighten the teaching load (N=50), and to permit individualization of instruction (N= 41). Responses in this category ranged from 55 to 6; percentages for the choice of this category by item ranged from 16 to 2.

The three highest ranking items rated very unimportant were to allow teacher/students a brief time to relax (N=142), to lighten the teaching load (N=83), and to allow the teacher to observe students (N=47). Responses in this category ranged from 142 to 2; percentages for the choice of this category by item ranged from 41 to 1.

Missing responses by item ranged from 34 to 25; percentages for this category by item ranged from 10 to 7.

INSTRUCTIONAL IMPROVEMENT Series-Utilization and Evaluation Teachers were asked about their viewing and usage of the WKNO-produced, 3-program INSTRUCTIONAL IMPROVEMENT series for staff development. Of the 402 respondents, 323 were from the Memphis City Schools, the rest (N=79) from the Shelby County Schools. Of the total, 140 (35 percent) only viewed the series, and 252 (63 percent) used the series in a workshop.

Most respondents answered concerning the first program in the series, "Elements of Effective Teaching" (N=166); then to the second program, "Effective Instructional Leadership" (N=160); fewest responded to the third program, "A Team Approach (N=66).

When responding to the evaluation instrument, most teachers (N=353), rated the series as good (N=217, or 61 percent), secondly as excellent (N=86, or 24 percent), lastly as fair (N=47 or 13 percent). The greatest agreement was that the program labeled "Elements of Effective Leadership" was good.

Administrators were asked to report whether or not they had viewed the INSTRUCTIONAL IMPROVEMENT series sponsored by WKNO. Of the 270 replying, 34 stated that they had, 236 that they had not. Most responding yes were from Memphis City Schools as were most responding no. Memphis City Schools was followed by West Tennessee's second largest number.

Administrators reported their use of "Elements of Effective Teaching," which is Program 1 of the INSTRUCTIONAL IMPROVEMENT series. Of the 56 responding, 28 stated that they had only viewed the series, 15 that they had used it in a workshop, and 13 that they had viewed it and used it in a workshop. Forty-four respondents were from the Memphis City Schools. The 288 that did not respond may be interpreted as not using the series.

Of 65 respondents to the question about whether administrators had viewed

the "Effective Instructional Leadership" program, 33 said they only viewed it, 14 that they had viewed it in a workshop, and 18 that they had viewed it and used it in a workshop. Fifty-four of the 65 were from the Memphis City Schools.

The total number of respondents to the question about whether the administrator saw the "Team Approach" program on WKNO was 48, of whom 39 were from the Memphis City Schools. Most (N=23) said they only viewed the series, 12 that they had viewed it in a workshop, and 13 that they had viewed it and used it in a workshop.

Administrators were asked to rate the three programs of the INSTRUCTIONAL IMPROVEMENT series on the basis of excellent, good, fair or poor. Most of the respondents for each program were from the Memphis City Schools and most of the total group rated each program -- "Elements of Effective Leadership," "Effective Instructional Leadership," and "Team Approach" -- as good; excellent was rated second; and fair was rated last by a large margin of the remaining administrators.

Public Television Utilization For Instruction

Teachers were questioned about their use of public television programs utilized for instruction. Data from their responses deal with the number of classes viewing PTV, methods for utilizing PTV, objectives of PTV, and reasons for not using PTV. Appendix B contains a summary of their answers.

Number of Classes Viewing PTV

Teachers were asked to indicate any instructional use of 25 designated evening and weekend public television programs broadcast by WKNO/WLJT between September, 1980 and February, 1981. Results indicated that a total of 1,103 classes used them: 844 elementary, junior high, and senior high school classes

the Memphis City Schools; 209 middle school, junior high, and senior high school classes in the Shelby County Schools; 14 West Tennessee junior high school classes; and 36 private elementary schools from the viewing area. A total of 754 teachers reported no use of PTV; 431 of them were from Memphis City Schools, one half from elementary schools.

The six highest ranking programs indicated by the total number of viewers were: (1) SHAKESPEARE PLAYS (N=148), (2) NATIONAL GEOGRAPHIC SPECIAL (N=127), (3) MASTERPIECE THEATRE (N=111), (4) COSMOS (N=107), (5) GREAT PERFORMANCES (N=97), and (6) NOVA (N=96). These accounted for more than half of the classes viewing the PTV offerings. Data about all responses are in Appendix B.

Instructional Use of Other PTV Programs

Teachers were asked to write in series not included in the list of 25 programs offered. All but one of the 32 respondents to this item were teachers in the Memphis City Schools; all respondents were secondary school teachers. The three highest ranking programs were AMERICAN SHORT STORY (N=8), HARD CHOICES (N=7), and SHOCK OF THE NEW (N=6).

PTV Utilization Methods

A total of 1,124 responses was made to four types of methods of utilizing public television; respondents reported one or more methods used. Home viewing with extra credit given had 589 respondents, whereas home viewing for enrichment without credit was the choice of 434 persons. The other two methods, assigned and required home viewing and taped and used in class, had fewer than 70 responses each.

Objectives of PTV Use

Teachers were asked to rank a list of objectives of public television; the total number of responses was 656. Ranked first was to extend classroom instruction with relevant and timely information (N=224); second, to provide a catalyst for classroom discussion of the subject (N=125); and third, to provide students with practical applications of classroom instruction (N=107). Other objectives were to teach critical thinking (N=70), to give students an expert model (N=46),to teach literary elements (N=44), and to compare written literature with performance (N=40). See Appendix B for this information.

Reasons For Not Using PTV

There was a total of 1,452 responses from teachers to the inquiry about why PTV was not being used instructionally. Seven reasons were listed, the first ranked being that programs do not fit the curriculum (N=443); the second, no easy access to a TV set (N=270); the third, lack of advance notice of programs (N=237); and the fourth, lack of a teaching guide (N=203). No easy access to a videorecorder (N=154) and not knowing how to use programs with a class (N=69) were two other reasons cited. Appendix B contains this information.

Needs Assessment

Teachers and administrators were asked to list on the survey forms any needs they have that are not currently being met in ITV programming and support service.

Programming

Programming needs were assessed by teacher recommendations to drop or

replace current series and by teacher and administrator lists of new subject matter and grade levels needing coverage by instructional television.

Dropping and Replacement of Series

Teachers were to recommend dropping a series if it was no longer needed. Only 11 teachers out of 3,665 recommended that a current series be dropped, and they referred to only 7. The series that they recommended dropping were either new in 1980-81 or several years old. The teachers recommending that series be dropped represented only 1 percent to 8 percent of the total number of teachers using those series. Programs recommended for dropping were mostly in social studies (N=3). They were spread over grades K-6.

If a type of series was needed, but the current series did not meet the need, teachers were to suggest a replacement. They recommended that nine programs be replaced, but the maximum percentage of users advocating replacement reached only 18 percent for one of the 52 series and ranged downward to 1 percent. Programs recommended for replacement were mostly in science (N=4) for grade 4.

Subject Area Programming Needs

New subject area programming needs by number of requests are depicted in Appendix B. Teachers' responses ranged from 113 for math to 2 for interdisciplinary studies; administrators' responses ranged from 25 for math to 1 each for economics and interdisciplinary studies.

The five most requested areas by teachers were math, language arts, social studies, career/vocational/technical, and science. The five most requested areas by administrators were math, career/vocational/technical, social studies and science, language arts, and music and staff development.

Grade Level Programming Needs

New grade level programming needs by nummber of requests are depicted in Appendix B. The majority of teachers (N=301) indicated that the grade level most needing new programs was at the junior and senior high level, followed by primary grades (N=131), intermediate grades (N=126), and the pre-school/ kindergarten level (N=72). Administrators also ranked the junior and senior high school level first (N=54), followed by the intermediate level (N=38), the primary level (N=29), and adult and preschool/kindergarten levels (N=4 each).

Support Services

The individually submitted requests generally fell into the four main categories listed in Table 10. Workshops and additional communication ranked highest with both teachers and administrators.

TABLE 10

SUPPORT SERVICES REQUESTED BY TEACHERS AND ADMINISTRATORS

Service Requested	Ranking by Teachers	Ranking by Administrators
Workshops for teachers, consultants, principals on utilization, viewing skills, and previews	2	1
Additional communication regarding programs	1	2
Increased coordination with consultants	-	3
Video tape lending library	3	3

APPENDIX A

SURVEY INSTRUMENTS

ADMINISTRATOR'S FORM
1980-81 ITV SURVEY - WKNO/WLJT-TV

Name_____ School_____ System_____
(If applicable)

Section 1. GENERAL INFORMATION. Respond by number in column on the right.

A. Which of the following categories best represents your relationship to a school system? 1._____

1. Memphis City Schools 3. West Tennessee 5. Out-of-State
2. Shelby County Schools 4. Private Schools 6. State Department

B. Which of the following categories best represents your position? 2._____

1. Superintendent
2. Other-school system administration
3. Supervisor/Consultant
4. Principal
5. State Department of Education administration/supervision

Section 2. SUPPORT OF ITV.

C. Assuming that it is used properly, how would you rate ITV as an instructional resource? 3._____

1. Superior value 3. Moderate value 5. No value
2. Considerable value 4. Little value

D. Generally speaking, which best describes YOUR OWN practice regarding the use of ITV? 4._____

1. Strongly encourage use
2. Encourage use but leave to discretion of individual teacher
3. Neither encourage nor discourage use
4. Discourage use but leave to discretion of individual teacher
5. Strongly discourage use

Section 3. YOUR PREPARATION FOR USE OF ITV.

E. Have you ever had training in the use of a specific ITV series or the use of ITV in general? (If NO, go to Section 4.) 5._____

1. Yes 2. No

F. Which type(s) of training have you had? (List all that apply.)

1. College coursework 6._____
2. District in-service 7._____
3. Televised ITV in-service series 8._____
4. Workshop by local public TV station 9._____
5. State Department of Education in-service 10._____
6. Workshops at professional meetings 11._____

G. Have you had any such training within the past three years? 12._____

1. Yes 2. No

Section 4. CONDITIONS AFFECTING USE OF ITV.

H. Which of the following factors do you feel have MOST FACILITATED or MOST HINDERED the use of ITV in your school/school system?

Respond to the following statements as
1. MOST FACILITATED 2. MOST HINDERED 3. NEITHER
Circle the number in the appropriate column at the right...

	MOST FACILITATED	MOST HINDERED	NEITHER	
a. Availability of programming to meet existing curriculum needs	1	2	3	(13.
b. Broadcast schedule applicability to classroom schedule	1	2	3	(14.
c. Equipment to receive and use programs	1	2	3	(15.
d. Television signal reception	1	2	3	(16.
e. Advance notice of broadcast schedule	1	2	3	(17.
f. Teaching guide materials	1	2	3	(18.
g. Attitude of administrative superiors	1	2	3	(19.
h. Students' attitude toward ITV	1	2	3	(20.
i. Parents' attitude toward ITV	1	2	3	(21.
j. Teachers' attitude toward ITV	1	2	3	(22.
k. Ability of teachers to make effective use of ITV	1	2	3	(23.
l. Administrative expense	1	2	3	(24.
m. Information provided by the public TV station	1	2	3	(25.

I. How do you rate the IMPORTANCE of the following uses of ITV?

Respond to the following as:
1. VERY IMPORTANT
2. MODERATELY IMPORTANT
3. NEITHER IMPORTANT NOR UNIMPORTANT
4. MODERATELY UNIMPORTANT
5. VERY UNIMPORTANT

Circle the number in the appropriate column at the right...

	VERY IMPORTANT	MODERATELY IMPORTANT	NEITHER IMPORTANT NOR UNIMPORTANT	MODERATELY UNIMPORTANT	VERY UNIMPORTANT	
a. To extend the range of experiences available to students	1	2	3	4	5	(26.
b. To present new materials	1	2	3	4	5	(27.
c. To provide different approaches for presenting material	1	2	3	4	5	(28.
d. To reinforce material taught in class	1	2	3	4	5	(29.
e. To bring new resources and/or persons into classrooms	1	2	3	4	5	(30.
f. To motivate students' interest in a subject	1	2	3	4	5	(31.
g. To lighten the teaching load	1	2	3	4	5	(32.
h. To allow teacher to observe students	1	2	3	4	5	(33.
i. To allow teacher/students a brief time to relax	1	2	3	4	5	(34.
j. To permit individualization of instruction	1	2	3	4	5	(35.
k. To present subject matter where there is not a special teacher (music, science)	1	2	3	4	5	(36.

Section 5. INSTRUCTIONAL IMPROVEMENT - Staff Development Series.

Have you seen any of the following staff development series? If "No," mark and proceed to section 6. Indicate your response to each staff development series listed below in regard to utilization and evaluation of the series by circling the appropriate number as it applies to you, or your school (if you are a principal).

1. Yes 2. No (37. ____

UTILIZATION:

1. Viewed Only
2. Used in Workshop
3. Viewed and used in Workshop

	VIEWED ONLY	VIEWED IN WORKSHOP	VIEWED AND USED IN WORKSHOP	
A. "Elements of Effective Leadership"	1	2	3	(38.
B. "Effective Instructional Leadership"	1	2	3	(39.
C. "A Team Approach"	1	2	3	(40.

EVALUATION:

1. Excellent
2. Good
3. Fair
4. Poor

	EXCELLENT	GOOD	FAIR	POOR	
A. "Elements of Effective Leadership"	1	2	3	4	(41.
B. "Effective Instructional Leadership"	1	2	3	4	(42.
C. "A Team Approach"	1	2	3	4	(43.

NEEDS ASSESSMENT

1. New programming in the following subject areas would support our instructional goals. These are listed in order of priority.

SUBJECT AREA	GRADE LEVEL/S
_____	_____
_____	_____
_____	_____

2. WKNO's Instructional Television Department could serve us better in the following ways:

3. Additional Comments or Requests:

ITV FACULTY COORDINATOR'S FORM
WKNO/WLJT-TV
1980-81 SCHOOL SURVEY

SCHOOL _____ SCHOOL SYSTEM _____

Section I. General Information

A. Which of the following categories best represents your school's relationship to a school system? . . . . . A. _____

(1) Memphis City Schools (3) West Tennessee system (5) Out-of-state school system
(2) Shelby County Schools (4) Private school

B. What is your school's CURRENT STUDENT ENROLLMENT? . . . . . B. _____

C. Check all grade levels in your school: (Check Special Ed. and Resource ONLY if they are not included otherwise.)

(0) K____ (3)____ (6)____ (9)____ (12)____
(1) ____ (4)____ (7)____ (10)____ (13) Spec. Ed. ____
(2) ____ (5)____ (8)____ (11)____ (14) Resource (CLUE, etc.)____

D. How many classes in each grade level use ITV? Give the number.
("Use" means the use of at least one lesson from a series as a planned portion of the teacher's instructional program.)

(0) K___ (3) ___ (6) ___ (9) ___ (12) ___
(1) ___ (4) ___ (7) ___ (10) ___ (13) Spec. Ed. ___
(2) ___ (5) ___ (8) ___ (11) ___ (14) Resource ___

E. Check EACH of the following types of class structure that is representative of the classes in your school that use ITV: . . . E. (1) ___ (2) ___

(1) Self-contained — Check ONLY if these are not homerooms: (3) ___
(2) Departmentalized — (4) Special Ed. (4) ___
(3) IGE or Team Teaching — (5) Resource (5) ___

F. If your school is outside the Memphis/Shelby County area, how would you rate the QUALITY of the TV SIGNAL you receive? . . F. _____

(1) Excellent (2) Good (3) Fair (4) Poor (5) Not Applicable

G. Check the type of WORKING TV EQUIPMENT in your school: . . . . . G. (1) ___ (2) ___

(1) Black & White TV sets (4) 3/4" cassette (3) ___
(2) Color TV sets (5) 1/2" Beta Max (4) ___
Video-recorders: (6) 1/2" VHS (5) ___
(3) 1/2" open reel (7) Other (6) ___ (7) ___

(Continued on Back)

H. Note the RATIO of TV sets to the number of classes: . . . . . H. _____

(1) 0 ____ (3) 1:2____ (5) 1:4____ (7) 1:6____ (9) 1:8____
(2) 1:1____ (4) 1:3____ (6) 1:5____ (8) 1:7____ (10) 1:9+____

I. Check the LOCATION of TV set STORAGE in the school: . . . . . I. (1) ____
(2) ____
(3) ____
(4) ____
(5) ____

(1) Library (3) Empty Classroom (5) Other
(2) Halls (4) Teachers' Classrooms

J. Is the above location EASILY ACCESSIBLE to teachers? . . . . . J. _____

(1) Yes (2) No

K. Check your school's access to TV REPAIR SERVICE: . . . . . K. (1) ____
(2) ____
(3) ____
(4) ____
(5) ____

(1) Bd. of Ed. Repair Dept.
(2) Parent/Staff Volunteer
(3) Full-price service from a local repair shop
(4) Vo-Tech class
(5) Complimentary/discounted service from local shop

L. Note the degree to which the school TV sets are maintained in satisfactory working condition: . . . . . L. _____

(1) Excellent (2) Good (3) Fair (4) Poor

Section II, Summary Steps

1. Collect completed Teacher Forms.

2. Review Teacher Forms to insure completeness and accuracy.

3. Note the number of Teacher Forms returned: . . . . . _____

4. Review this form and Teacher Forms with the Principal.

5. Ask the Principal to sign this form indicating his/her review.

6. Return all survey forms to: ITV Dept.
WKNO-TV
Box 80,000
Memphis, TN 38152

_____
(Principal's Signature)

(MCS and SCS may return via school mail)

INDIVIDUAL TEACHER'S FORM

1980-81 ITV SURVEY - WKNO/WLJT-TV

Check School System Group:

___1. Memphis City Schools
___2. Shelby County Schools
___3. West Tennessee system
___4. Private school
___5. Out-of-state

TEACHER'S NAME _____ GRADE/s ____ SCHOOL _____ WEST TN. SYSTEM . _____

A. ITV SERIES USED. Record the information requested below for any of the ITV series you have used with your students. ("Use" means the use of at least one lesson from a series as a planned portion of your instructional program.) If you have NOT used ITV this year, check the block and go to B.) ..... ☐

Series Title	Subject/ Grade	UTILIZATION: Total Number of Classes Viewing Series	UTILIZATION: Total Number of Students in These Classes	UTILIZATION: Check if Guide was Used	EVALUATION/NEEDS: Check to indicate your recommendation: Number of Students Reporting Series as Their FAVORITE **	RETAIN	DROP	REPLACE
1. ADVOCATES IN BRIEF	Soc. St. 8-12+							
2. APPLES & MORE	Health 4-6							
3. BACKYARD SCIENCE	Science 1-2							
4. BASIC SKILLS DEV.	Skills 4-8							
5. BREAD & BUTTERFLIES	Career Ed. 5-6							
6. CURSIVE WRITING	Handwrtg. 5-6							
7. DISCOVERING	Science 5							
8. ELECTRIC COMPANY	Reading 2-4							
9. FINDING OUR WAY	Soc. St. 4-6+							
10. FOLLOW ME	Soc. St. 1-2							
11. FOOTSTEPS	Family Life 9-12							
12. FUNPLACE 4	Music 4							
13. HOT STUFF	Interdis. K							
14. IMAGES & THINGS	Art 6							
15. IMPRESSIONS	Art 5							
16. NSIDE/OUT	Health 4-5							
17. S THE SKY ALWAYS BLUE?	Art K-2							
18. LETTER PEOPLE	Reading 1-2							
19. LIFE SCIENCE	Science 7							
20. LOOK AROUND 3,4	Soc. St. 3-4							
21. LOOK AROUND 5,6	Soc. St. 5-6							
22. MAGIC PAGES	Liter. 1-2							
23. MAGIC SHOP, THE	Lang. Art 3							

Series Title	Subject/ Grade	UTILIZATION: Total Number of Classes Viewing Series	UTILIZATION: Total Number of Students in These Classes	UTILIZATION: Check if Guide was Used	EVALUATION/NEEDS: Number of Students Reporting Series as Their FAVORITE**	EVALUATION/NEEDS: Check to indicate your recommendation: RETAIN	DROP	REPLACE
24. MANUSCRIPT WRITING	Handwrtg 1							
25. MEASUREMETRIC*	Math 5-8							
26. MUSIC & ME	Music 3-4							
27. MUSIC . . . IS*	Music 4-6							
28. NUMBERS ROUNDUP	Math 1							
29. ONCE UPON A CLASSIC	Lit. 4-12							
30. ON THE LEVEL*	Health 9-12							
31. OPENING	Music 5-6							
32. OUR END OF THE ATTIC	Interdis 1-2							
33. PLAYGROUND I	Music 1							
34. PLAYGROUND II	Music 2							
35. RAINBOW OF FUN	Math 2							
36. READ ALL ABOUT IT!	Reading 4-6							
37. RIPPLES	Health K-1							
38. S. B. I.	Science 6							
39. SCIENCE CORNER	Science 3							
40. SEARCH FOR SOLUTIONS	Science 7-12							
41. SELF, INC.	Health 6-8							
42. SESAME STREET	Interdis Pre-sch.							
43. SOUPS TO NUTS*	Health 7-9							
44. SPACE: A RESOURCE FOR EARTH	Science 7-9							
45. TENNESSEE STORY	Soc. St. 5-7							
46. 3-2-1 CONTACT	Science 4-8							
47. TRADE-OFFS	Economic 5-7							
48. WHY?	Science 4							
49. WISE WRITE'S WORKSHOP	Handwrtg. 3-4							
50. WRITE CHANNEL, THE	Lang. Art 3-4+							
51. YOUNG AT ART	Art 3-4							
52. ZEBRA WINGS	Creative Wrtg. 4-6							

*Series has not been shown yet. Respond if you plan to use it.
**Please poll your students for this information.

B. If you have NOT USED ITV this year, please check (✓) reason/s:

___1. Not enough time in my schedule
___2. ITV programs scheduled at the wrong times
___3. Do not know ITV schedule or have teaching guides
___4. Classes are departmentalized and no video-recorder
___5. Administrators discourage use
___6. TV set not easily accessible
___7. TV set/antenna inoperable or non existent
___8. ITV programs do not fit my curriculum
___9. I don't need ITV to enhance my instruction
___10. Do not know how to use ITV effectively

C. INSTRUCTIONAL IMPROVEMENT - Staff Development Series. Check below as each applies to your school. (If you have NOT seen any, check the block and go to D . . . . ☐

Series: INSTRUCTIONAL IMPROVEMENT PROGRAM TITLES	UTILIZATION		EVALUATION			
	Viewed Only	Used in Workshop	Excellent	Good	Fair	Poor
1. Elements of Effective Teaching						
2. Effective Instructional Leadership						
3. A Team Approach						

D. NEEDS ASSESSMENT.

1. New programming in the following subject areas would support our instructional goals. These are listed in order of priority.

SUBJECT AREA	GRADE LEVEL/S
_____	_____
_____	_____
_____	_____

2. WKNO's Instructional Television Department could serve us better in the following ways:

3. Additional Comments or Requests:

JR./SR. HIGH SUPPLEMENT

E. UTILIZATION OF EVENING AND WEEKEND PUBLIC TELEVISION PROGRAMS FOR INSTRUCTION.

In columns A, B, C, and D, place a check (✓) where appropriate and applicable. Use NUMBERS in columns E and F. (If you have NOT used any PTV programs for instruction, check the box and go to F.) ..... ☐

Series/Program Title	UTILIZATION METHOD				IN-SCHOOL USE	
		Home Viewing				
	Taped & Used in Class	Assigned and Required	Extra Credit	Enrichment Only	Total Number Classes Viewing	Total Number Students in These Classes
	A	B	C	D	E	F
1. BILL MOYERS JOURNAL						
2. BODY IN QUESTION						
3. CHINA: LAND OF MY FATHER						
4. CONNECTIONS						
5. COSMOS						
6. EVENING AT SYMPHONY						
7. FAMILY FOCUS						
8. FROM JUMPSTREET						
9. G. E. D.						
10. GREAT PERFORMANCES						
11. HAYDN ON THE RIVER						
12. HERE'S TO YOUR HEALTH						
13. LIVE FROM LINCOLN CENTER						
14. MASTERPIECE THEATRE						
15. MCNEIL-LEHRER REPORT						
16. NATIONAL GEOGRAPHIC SPEC.						
17. NOVA						
18. SHAKESPEARE PLAYS						
19. SURVIVAL						
20. THUMBS UP!						
21. TOMORROW'S FAMILIES						
22. UP & COMING						
23. VIKINGS						
24. WALL STREET WEEK						
25. WASHINGTON WEEK IN REVIEW						
26. Other:						

F. If you have NOT USED PTV programs for instruction this year, please check (✓) reason/s:

____1. Lacked advanced notice of programs
____2. No access to TV set
____3. No access to videorecorder
____4. Lacked teaching guide
____5. Programs do not fit my curriculum
____6. Do not know how to use programs with my class
____7. Other _____

G. If you HAVE USED PTV programs for instruction this year, please check (✓) OBJECTIVES for use:

____1. to teach literary elements
____2. to compare written literature with performance
____3. to provide a catalyst for classroom discussion of the subject
____4. to teach critical thinking
____5. to provide students with practical applications of classroom instruction
____6. to extend classroom instruction with relevant and timely information
____7. to give students an expert role model

RETURN COMPLETED FORM TO YOUR ITV FACULTY COORDINATOR

APPENDIX B

COMPLETE DATA ANALYSIS

ITV UTILIZATION 1980-81
RANK ORDER BY TOTAL NUMBER OF CLASSES VIEWING

Series Title	Subject/ Grade	MCS No.	MCS Rank	SCS No.	SCS Rank	WEST TN No.	WEST TN Rank	PRIVATE No.	PRIVATE Rank	OUT-STATE No.	OUT-STATE Rank	Total No.	Total Rank
Sesame Street	Interdis. Pre-School	271	1	55	1	4	2	3	3	0	0	333	1
Science Corner	Science 3	215	2	44	2	3	3	13	1	0		275	2
Electric Company	Reading 2-4	152	5	40	3	4	2	0		0		196	3
Backyard Science	Science 1-2	164	3	25	5	3	3	0		0		192	4
Hot Stuff	Interdis. K	156	4	26	4	1	5	0		8	1	191	5
Letter People	Reading 1-2	118	6	11	12	1	5	3	3	0		133	6
S.B.I.	Science 6	108	7	10	13	0		0		2	3	120	7
Cursive Writing	Handwrtg. 5-6	95	8	7	16	0		0		0		102	8
Why?[1]	Science 4	91	9	7	16	1	5	2	4	1	4	102	9
Ripples	Health K-1	66	14	15	9	2	4	2	4	8	1	93	10
Wise Write's Workshop	Handwrtg. 3-4	76	11	10	13	4	2	1	5	0		91	11
Follow Me[2]	Soc. St. 1-2	73	12	13	10	1	5	2	4	0		89	12
Magic Pages	Liter. 1-2	64	15	24	6	1	5	0	4	0		89	13

Series Title	Subject/ Grade	MCS No.	MCS Rank	SCS No.	SCS Rank	WEST TN No.	WEST TN Rank	PRIVATE No.	PRIVATE Rank	OUT-STATE No.	OUT-STATE Rank	Total No.	Total Rank
Our End of The Attic	Interdis. 1-2	62	16	22	8	3	3	1	5	0		88	14
Manuscript Wrtg.	Handwrtg. 1	72	13	12	11	1	5	0		0		85	15
Discovering[1]	Science 5	79	10	3	20	0		0		1	4	83	16
Finding Our Way	Soc. St. 4-6+	61	17	15	9	1	5	2	4	0		79	17
Inside/Out	Health 4-5	48	23	23	7	1	5	0		1	4	73	18
Is The Sky Always Blue[1]	Art K-2	54	18	6	17	2	4	3	3	8	1	73	19
Read All About It[1]	Reading 4-6	46	25	22	8	0		3	3	1	4	72	20
Write Channel, The	Lang. Arts 3-4+	49	22	11	12	3	3	3	3	0		66	21
Numbers Roundup	Math 1	52	19	5	18	2	4	0		6	2	65	22
Apples & More[1]	Health 4-6	49	22	11	12	2	4	0		1	4	63	23
Music & Me[1]	Music 3-4	50	21	5	18	5	1	2	4	0		62	24
Look Around 3,4	Soc. St. 3-4	47	24	10	13	3	3	1	5	0		61	25
Playground 2	Music 2	51	20	3	20	0		0		0		54	26
Rainbow of Fun	Math 2	46	25	6	17	0		0		0		52	27
Young At Art[1]	Art 3-4	31	27	4	19	3	3	3	3	0		41	28

Series Title	Subject/ Grade	MCS		SCS		WEST TN		PRIVATE		OUT-STATE		Total	
		No.	Rank	No.	Rank	No.	Rank	No.	Rank	No.	Rank	No.	Rank
Magic Shop, The	Lang. Arts 3	28	29	8	15	2	4	0		0		38	29
Tennessee Story	Soc. St. 5-7	29	28	8	15	0		1	5	0		38	30
Once Upon A[4] Classic	Lit. 4-12	24	30	8	15	1	5	0		1	4	34	31
Playground 1	Music 1	33	26	0		0		0		0		33	32
Funplace 4	Music 4	29	28	1	22	1	5	0		0		31	33
Look Around 5,6	Soc. St. 5-6	22	31	4	19	0		0		0		26	34
Zebra Wings	Creative Wrtg. 4-6	15	33	9	14	0		0		0		24	35
3-2-1 Contact[1]	Science 4-8	12	34	6	17	0		4	2	0		23	36
Music...Is[3]	Music 4-6	19	32	1	22	0		0		0		20	37
Trade-Offs	Economics 5-7	15	33	4	19	0		0		1	4	20	38
Bread and Butterflies	Career Ed 5-6	12	34	2	21	0		3	3	1	4	18	39
Self, Inc.	Health 6-8	12	34	4	19	0		1	5	1	4	18	40
Basic Skills[1] Dev.	Skills 4-8	10	36	7	16	0		0		0		17	41
Advocates in[1] Brief	Soc. St. 8-12+	15	33	0		0		0		0		15	42

Series Title	Subject/ Grade	MCS		SCS		WEST TN		PRIVATE		OUT-STATE		Total	
		No.	Rank	No.	Rank	No.	Rank	No.	Rank	No.	Rank	No.	Rank
Measuremetric[3]	Math 5-8	9	37	2	21	0		0		2	3	13	43
Life Science	Science 7	11	35	0		0		0		0		11	44
Search For Solutions[1]	Science 7-12	9	37	1	22	0		1	5	0		11	45
Impressions	Art 5	7	38	1	22	0		0		0		8	46
Opening	Music 5-6	7	38	0		0		0		0		7	47
Footsteps[1]	Family Life 9-12	5	39	0		0		0		0		5	48
Images & Things	Art 6	4	40	0		0		1	5	0		5	49
On The Level[2]	Health 9-12	1	42	1	22	0		0		0		2	50
Space: A Resource For Earth[1]	Science 7-9	2	41	0		0		0		0		2	51
Soup To Nuts [2]	Health 7-9	0		1	22	0		0		0		1	52
Totals:		2776		513		55		56		43		3443	

[1]New Series
[2]New Series not broadcast at time of survey. Teachers were to mark if planning to use.
[3]Older series not broadcast at time of survey. Teachers were to mark if planning to use.
[4]Series traditionally designed for intermediate level changed to secondary level this year.

ITV UTILIZATION 1980-81
RANK ORDER BY TOTAL NUMBER OF STUDENTS VIEWING

Series Title	Subject/ Grade	MCS No.	MCS Rank	SCS No.	SCS Rank	WEST TN No.	WEST TN Rank	PRIVATE No.	PRIVATE Rank	OUT-STATE No.	OUT-STATE Rank	Total No.	Total Rank
Sesame Street	Interdis. Pre-sch.	5401	1	1329	1	93	2	21	15	0		6844	1
Science Corner	Science 3	5299	2	902	3	67	4	279	1	0		6547	2
Backyard Science	Science 1-2	3590	3	652	4	63	6	0		0		4305	3
Electric Company	Reading 2-4	3147	5	986	2	72	3	0		0		4205	4
Hot Stuff	Interdis. K	3276	4	628	5	23	15	0		161	1	4088	5
S.B.I.	Science 6	2857	6	282	15	0		0		45	3	3184	6
Letter People	Reading 1-2	2478	7	276	16	21	16	63	8	0		2838	7
Why? [1]	Science 4	2448	8	196	23	26	13	54	10	29	4	2753	8
Cursive Writing	Handwrtg. 5-6	2271	9	159	27	0		0		0		2430	9
Wise Write's Workshop	Handwrtg. 3-4	2011	10	254	18	93	2	25	14	0		2383	10
Our End of The Attic	Interdis. 1-2	1562	14	545	8	63	6	21	15	0		2191	11
Discovering[1]	Science 5	1966	11	91	34	0		0		22	6	2079	12
Follow Me[1]	Soc. St. 1-2	1612	13	336	12	21	16	26	13	0		1995	13
	Health												

Series Title	Subject/ Grade	MCS No.	MCS Rank	SCS No.	SCS Rank	WEST TN No.	WEST TN Rank	PRIVATE No.	PRIVATE Rank	OUT-STATE No.	OUT-STATE Rank	Total No.	Total Rank
Ripples	K-1	1473	17	300	13	44	9	15	17	161	1	1993	14
Finding Our Way	Soc. St. 4-6+	1490	16	410	10	26	13	55	9	0		1981	15
Apples & More[1]	Health 4-6	1553	15	338	11	57	7	0		29	4	1977	16
Manuscript Wrtg.	Handwrtg. 1	1662	12	286	14	24	14	0		0		1972	17
Read All About[1] It!	Reading 4-6	1242	21	594	7	0		81	4	23	5	1940	18
Magic Pages	Literature 1-2	1314	18	518	9	21	16	0		0		1853	19
Inside/Out	Health 4-5	1086	23	623	6	19	17	0		29	4	1757	20
Write Channel, The	Lang. Arts 3-4+	1268	20	271	17	67	4	77	6	0		1683	21
Music & Me[1]	Music 3-4	1312	19	170	26	124	1	50	11	0		1656	22
Is The Sky Always Blue?[1]	Art K-2	1159	22	139	29	41	10	90	3	161	1	1590	23
Numbers Roundup	Math 1	1075	24	113	30	45	8	0		136	2	1369	24
Look Around 3,4	Soc. St. 3-4	966	26	232	19	65	5	17	16	0		1280	25
Playground 2	Music 2	1064	25	70	36	0		0		0		1134	26
Rainbow of Fun	Math 2	966	26	147	28	0		0		0		1113	27

Series Title	Subject/ Grade	MCS No.	MCS Rank	SCS No.	SCS Rank	W. TN No.	W. TN Rank	PVT. No.	PVT. Rank	Out-St. No.	Out-St. Rank	Total No.	Total Rank
Tennessee Story	Soc. St. 5-7	782	27	229	20	0		13	18	0		1024	28
Young At Art[1]	Art 3-4	685	29	106	32	67	4	73	7	0		931	29
Once Upon A Classic[4]	Literature 4-12	606	32	215	21	27	12	0		22	6	870	30
Magic Shop, The	Lang. Arts 3	631	30	189	24	38	11	0		0		858	31
Playground 1	Music 1	759	28	0		0		0		0		759	32
Look Around 5,6	Soc. St. 5-6	595	33	98	33	0		0		0		693	33
Funplace 4	Music 4	627	31	22	44	27	12	0		0		676	34
3-2-1 Contact[1]	Science 4-8	341	37	175	25	0		105	2	0		621	35
Zebra Wings	Creative Wrtg.4-6	341	37	214	22	0		0		0		555	36
Music...Is[3]	Music 4-6	500	34	25	43	0		0		0		525	37
Trade-Offs	Economics 5-7	405	35	88	35	0		0		22	6	515	38
Basic Skills[1] Dev.	Skills 4-8	260	40	215	21	0		0		0		475	39
Self, Inc.	Health 6-8	308	39	109	31	0		25	14	23	5	465	40

Series Title	Subject/ Grade	MCS No.	MCS Rank	SCS No.	SCS Rank	WEST TN No.	WEST TN Rank	PRIVATE No.	PRIVATE Rank	Out-St. No.	Out-St. Rank	Total No.	Total Rank
Bread and Butterflies	Career Ed. 5-6	312	38	51	38	0		78	5	23	5	464	41
Advocates In Brief	Soc. St. 8-12+	383	36	0		0		0		0		383	42
Measuremetric[3]	Math 5-8	252	42	64	37	0		0		45	3	361	43
Life Science	Science 7	259	41	0		0		0		0		259	44
Search For[1] Solutions	Science 7-12	184	44	28	41	0		13	18	0		225	45
Impressions	Art 5	172	45	26	42	0		0		0		198	46
Opening	Music 5-6	192	43	0		0		0		0		192	47
Images & Things	Art 6	120	46	0		0		29	12	0		149	48
Footsteps[1]	Family Life 9-12	112	47	0		0		0		0		112	49
On The Level[2]	Health 9-12	25	49	29	40	0		0		0		54	50
Space: A Resource[1] For Earth	Science 7-9	54	48	0		0		0		0		54	51
Soups To Nuts[2]	Health 7-9	0		30	39	0		0		0		30	52
Totals:		64,453		12,760		1,234		1,210		931		80,588	

[1]New Series
[2]New Series not broadcast at time of survey. Teachers were to mark if planning to use.
[3]Older series not broadcast at time of survey. Teachers were to mark if planning to use.
[4]Series traditionally designed for intermediate level changed to secondary level this year.

TOTAL NUMBER OF TEACHER GUIDES
REQUESTED AND SENT OUT
'80-81 as of 4/1/81

Series Title	Subject /Grade	MCS	SCS	W. TN	Private	Out-St.	Total
Advocates In Brief	Soc. St. 8-12+	22	2	-	-	-	24
Apples & More	Health 4-6	74	30	14	1	-	119
Backyard Science	Science 1-2	141	14	28	3	1	187
Basic Skills Dev.	Skills 4-8	104	37	14	-	-	155
Bread & Butterflies	Career Ed. 5-6	41	6	9	1	-	57
Cursive Writing	Handwrtg. 5-6	80	6	11	4	-	101
Discovering	Science 5	121	12	6	4	-	143
Finding Our Way	Soc. St. 4-6+	85	8	13	1	-	107
Follow Me	Soc. St. 1-2	115	14	27	4	1	160
Funplace 4	Music 4	35	4	6	4	-	72
Hot Stuff	Interdis. K	58	8	14	1	1	82
Images & Things	Art 6	24	3	2	1	-	30
Impressions	Art 5	14	4	6	3	-	27
Inside/Out	Health 4-5	51	10	12	-	-	73
Is The Sky Always Blue?	Art K-2	247	29	25	7	-	308
Letter People	Reading 1-2	106	5	32	1	1	145
Life Science	Science 7	17	1	-	1	-	19
Look Around 3,4	Soc. St. 3-4	96	11	16	3	-	126
Look Around 5,6	Soc. St. 5-6	49	6	3	1	-	59
Magic Pages	Literature 1-2	94	10	23	2	1	130
Magic Shop, The	Language Arts 3	54	7	9	3	-	73
Manuscript Writing	Handwrtg. 1	40	6	18	3	1	68
MeasureMetric	Math 5-8	39	3	8	-	-	50
Music & Me	Music 3-4	140	18	26	8	-	192
Music....Is	Music 4-6	47	5	9	1	-	62

Series Title	Subject /Grade	MCS	SCS	W. TN	Private	Out-St.	Total
Numbers Roundup	Math 1	47	3	15	1	1	67
On The Level	Health 9-12	23	2	-	-	-	25
Opening	Music 5-6	17	3	6	2	-	28
Our End of the Attic	Interdis. 1-2	79	7	21	2	-	109
Playground I	Music 1	47	4	11	5	1	68
Playground II	Music 2	55	3	6	1	-	65
Rainbow of Fun	Math 2	54	6	10	2	-	72
Read All About It!	Reading 4-6	185	32	11	7	-	235
Ripples	Health K-1	94	13	26	1	1	135
S.B.I.	Science 6	78	4	1	1	-	84
Science Corner	Science 3	111	19	6	4	-	140
Search For Solutions	Science 7-12	23	4	-	-	-	27
Self, Inc.	Health 6-8	28	7	3	-	-	38
Soup To Nuts	Health 7-9	19	1	-	-	-	20
Space: A Resource For Earth	Science 7-9	18	3	-	-	-	21
Tennessee Story	Soc. St. 5-7	134	7	11	2	-	154
3-2-1 Contact	Science 4-8	177	14	16	4	-	211
Trade-Offs	Economics 5-7	11	5	5	1	-	22
Why?	Science 4	215	29	10	6	-	260
Wise Write's Workshop	Handwrtg. 3-4	132	7	13	4	-	156
Write Channel, The	Language Arts 3-4+	86	10	8	2	-	106
Young At Art	Art 3-4	174	16	19	7	-	216
Zebra Wings	Creative Wrtg. 4-6	53	19	11	5	-	88
Totals:		3817	490	555	122	10	4994

REPORTED USE
OF TEACHER GUIDES
1980-81

Series Title	Subject /Grade	MCS	SCS	W. TN	Private	Out-St	Total	Rank
Advocates In Brief	Soc. St. 8-12+	7	-	-	-	-	7	
Apples & More	Health 4-6	31	7	1	-	1	40	
Backyard Science	Science 1-2	89	13	2	-	-	104	3
Basic Skills Dev.	Skills 4-8	-	2	-	-	-	2	
Bread & Butterflies	Career Ed. 5-6	2	-	-	1	1	4	
Cursive Writing	Handwrtg. 5-6	55	3	-	-	-	58	9
Discovering	Science 5	55	2	-	-	-	57	10
Finding Our Way	Soc. St. 4-6+	40	10	1	1	-	52	
Follow Me	Soc. St. 1-2	45	4	1	2	-	52	
Funplace 4	Music 4	11	-	1	-	-	12	
Hot Stuff	Interdis. K	99	13	1	-	2	115	2
Images & Things	Art 6	4	-	-	1	-	5	
Impressions	Art 5	4	1	-	-	-	5	
Inside/Out	Health 4-5	24	13	-	-	-	37	
Is The Sky Always Blue?	Art K-2	36	3	1	2	2	44	
Letter People	Reading 1-2	82	9	1	3	-	95	4
Life Science	Science 7	52	-	-	-	-	52	
Look Around 3,4	Soc. St. 3-4	29	7	3	-	-	39	
Look Around 5,6	Soc. St. 5-6	14	2	-	-	-	16	
Magic Pages	Literature 1-2	27	12	1	-	-	40	
Magic Shop, The	Language Arts 3	19	6	2	-	-	27	
Manuscript Writing	Handwrtg. 1	46	8	-	-	-	54	
MeasureMetric	Math 5-8	5	1	-	-	-	6	
Music & Me	Music 3-4	34	4	3	1	-	42	
Music....Is	Music 4-6	12	1	-	-	-	13	
Numbers Roundup	Math 1	56	2	1	-	2	61	8

Series Title	Subject /Grade	MCS	SCS	W. TN	Private	Out-St	Total	Rank
Opening	Music 5-6	4	-	-	-	-	4	
Our End of The Attic	Interdis. 1-2	37	9	1	1	-	48	
Playground I	Music 1	20	-	-	-	-	20	
Playground II	Music 2	32	2	-	-	-	34	
Rainbow of Fun	Math 2	22	4	-	-	-	26	
Read All About It!	Reading 4-6	18	11	-	1	-	30	
Ripples	Health K-1	37	7	2	2	1	49	
S.B.I.	Science 6	76	4	-	-	1	81	6
Science Corner	Science 3	188	37	2	5	-	232	1
Search For Solutions	Science 7-12	3	1	-	1	-	5	
Self, Inc.	Health 6-8	4	3	-	-	1	8	
Space: A Resource For Earth	Science 7-9	1	-	-	-	-	1	
Tennessee Story	Soc. St. 5-7	18	5	-	-	-	23	
3-2-1 Contact	Science 4-8	6	3	-	1	-	10	
Trade-Offs	Economics 5-7	5	1	-	-	-	6	
Why?	Science 4	73	1	1	2	-	77	7
Wise Write's Workshop	Handwrtg. 3-4	77	8	3	1	-	89	5
Write Channel, The	Language Arts 3-4+	28	10	2	2	-	42	
Young At Art	Art 3-4	14	1	2	2	-	19	
Zebra Wings	Creative Wrtg. 4-6	8	3	-	-	-	11	
Totals:		1549	233	32	29	11	1854	
School Group Use Rank:		(1)	(2)	(3)	(4)	(5)		

GUIDE USE NOT APPLICABLE

2 New series had not aired at time of survey: ON THE LEVEL (Health 9-12)
SOUP TO NUTS (Health 7-9)

GUIDES NOT AVAILABLE:

4 series had no guides available: ELECTRIC COMPANY, FOOTSTEPS
ONCE UPON A CLASSIC, SESAME STREET

ITV SERIES UTILIZATION 1980-81
Rank Order of Student Favorites

Rank	Series Title	Subject /Grade	MCS	SCS	W. TN	Private	Totals
1	Sesame Street	Interdis. Pre-school	2711 (1) *	600 (1) *	93 (1)	12 (5) *	3416
2	Science Corner	Science 3	2464 (2)	300 (3)	7	8	2779
3	Electric Company	Reading 2-4	1696 (3)	364 (2)	72 (2)	-	2132
4	Hot Stuff	Interdis. K	1245 (4)	133	23	-	1401
5	Read All About It!	Reading 4-6	725	275 (4)	-	42 (2)	1042
6	S.B.I.	Science 6	823 (5)	90	-	-	913
7	Letter People	Reading 1-2	801	56	14	-	871
8	Backyard Science	Science 1-2	789	71	-	-	860
9	Why?	Science 4	595	8	4	-	607
10	Inside/Out	Health 4-5	358	160 (5)	19	-	537
11	Wise Write's Workshop	Handwrtg. 3-4	431	20	44 (3)	5	500
12	Cursive Writing	Handwrtg. 5-6	461	5	-	-	466
13	Write Channel, The	Lang. Arts 3-4+	324	120	3	-	447
14	Magic Pages	Literature 1-2	310	119	7	-	436
15	Discovering	Science 5	417	-	-	-	417
16	Ripples	Health K-1	356	46	-	-	402
17	Look Around 3,4	Soc. St. 3-4	259	94	38 (5)	-	391
18	Music & Me	Music 3-4	307	44	8	5	364
19	Numbers Roundup	Math 1	321	23	-	-	344
20	Playground II	Music 2	295	44	-	-	339
21	Follow Me	Soc. St. 1-2	242	88	-	-	330
22	Apples & More	Health 4-6	300	20	2	-	322
23	Manuscript Writing	Handwrtg. 1	253	46	-	-	299
24	Finding Our Way	Soc. St. 4-6+	201	87	2	-	290
25	Once Upon A Classic	Literature 4-12	177	90	-	-	267
26	Young At Art	Art 3-4	191	9	42 (4)	16 (3)	258

Rank	Series Title	Subject /Grade	MCS	SCS	W. TN	Private	Totals
27	3-2-1 Contact	Science 4-8	119	53	-	85 (1)	257
28	Playground 1	Music 1	243	-	-	-	243
29	Magic Shop, The	Language Arts 3	122	80	38 (5)	-	240
30	Rainbow of Fun	Math 2	232	6	-	-	238
31	Look Around 5,6	Soc. St. 5-6	204	-	-	-	204
32	Funplace 4	Music 4	172	22	-	-	194
33	Is Sky Always Blue?	Art K-2	143	36	-	-	179
34	Tennessee Story	Soc. St. 5-7	165	10	-	1	176
35	Zebra Wings	Creative Wrtg. 4-6	77	98	-	-	175
36	Music...Is	Music 4-6	123	20	-	-	143
37	Self, Inc.	Health 6-8	142	-	-	-	142
38	Our End of the Attic	Interdis. 1-2	39	90	-	8	137
39	Trade-Offs	Economics 5-7	108	-	-	-	108
40	Basic Skills Dev.	Skills 4-8	17	62	-	-	79
41	Search for Solutions	Science 7-12	45	-	-	-	45
42	Impressions	Art 5	34	-	-	-	34
43	Bread & Butterflies	Career Ed. 5-6	17	-	-	15 (4)	32
44	MeasureMetric	Math 5-8	27	-	-	-	27
45	Advocates In Brief	Soc. St. 8-12+	26	-	-	-	26
46	Footsteps	Family Life 9-12	20	-	-	-	20
47	Space: A Resource for Earth	Science 7-9	16	-	-	-	16
48	Opening	Music 5-6	15	-	-	-	15
49	Images & Things	Art 6	-	-	-	-	-
50	Life Science	Science 7	-	-	-	-	-

* Numbers in parentheses indicate column rank.
Out-of-State schools did not respond.

Two older series received no votes: Images & Things (Art 6)
Life Science (Science 7)

Two new series had not been broadcast at the time of the survey; therefore, students had no opportunity to judge: On the Level (Health 9-12), Soup to Nuts (Health 7-9)

FACILITATORS AND HINDRANCES OF ITV USE
AS PERCEIVED BY ADMINISTRATORS
BY NUMBER, PERCENTAGE, AND RANK

ITEM	Most Facilitated		Most Hindered		Neither		No Response
	No./%	Rank	No./%	Rank	No./%	Rank	
1. Availability of programming to meet existing curriculum needs	107 (31.1)	5	106 (30.8)	4	75 (21.8)	12	56 (16.3)
2. Broadcast schedule applicability to classroom schedule	64 (18.6)	11	172 (50.0)	1	58 (16.9)	13	50 (14.5)
3. Equipment to receive and use programs	99 (28.8)	8	125 (36.3)	2	79 (23.0)	11	41 (11.9)
4. Television signal reception	106 (30.8)	6	46 (13.4)	7	138 (40.1)	5	54 (15.7)
5. Advance notice of broadcast schedule	175 (50.9)	1	32 (9.3)	10	86 (25.0)	10	51 (14.8)
6. Teaching guide materials	170 (49.4)	2	34 (9.9)	9	91 (26.5)	9	49 (14.2)
7. Attitude of administrative superiors	97 (28.2)	9	38 (11.0)	8	157 (45.6)	4	52 (15.1)
8. Students' attitude toward ITV	103 (29.9)	7	22 (6.4)	12	162 (47.1)	3	57 (16.6)
9. Parents' attitude toward ITV	64 (18.6)	11	29 (8.4)	11	196 (57.0)	1	55 (16.0)
10. Teachers' attitude toward ITV	114 (33.1)	4	54 (15.7)	6	118 (34.3)	7	58 (16.9)
11. Ability of teachers to make effective use of ITV	87 (25.3)	10	107 (31.1)	3	95 (27.6)	8	55 (16.0)
12. Administrative expense	33 (9.6)	12	68 (19.8)	5	182 (52.9)	2	61 (17.7)
13. Information provided by the public TV station	155 (45.1)	3	16 (4.7)	13	121 (35.2)	6	52 (15.1)

RATINGS OF OBJECTIVES IN THE USE OF ITV
AS PERCEIVED BY ADMINISTRATORS
BY NUMBER, PERCENTAGE, AND RANK

OBJECTIVE	Very Important	Moderately Important	Neither	Moderately Unimportant	Very Unimportant	No Response
	No./% Rank	No./% Rank	No./% Rank	No./% Rank	No./% Rank	
1. To extend the range of experiences available to students	176 1 (51.2)	117 4 (34.0)	15 10 (4.4)	6 9 (1.7)	4 8 (1.2)	26 (7.6)
2. To present new materials	111 7 (32.3)	152 1 (44.2)	28 6 (8.1)	13 5 (3.8)	8 6 (2.3)	32 (9.3)
3. To provide different approaches for presenting material	137 6 (39.8)	148 2 (43.0)	18 8 (5.2)	9 8 (2.6)	4 8 (1.2)	28 (8.1)
4. To reinforce material taught in class	150 4 (43.6)	137 3 (39.8)	13 11 (3.8)	11 6 (3.2)	4 8 (1.2)	29 (8.4)
5. To bring new resources and/or persons into classrooms	175 2 (50.9)	114 5 (33.1)	21 7 (6.1)	6 9 (1.7)	2 9 (0.6)	26 (7.6)
6. To motivate students' interest in a subject	153 3 (44.5)	137 3 (39.8)	17 9 (4.9)	6 9 (1.7)	6 7 (1.7)	25 (7.3)
7. To lighten the teaching load	22 9 (6.4)	56 8 (16.3)	99 1 (28.8)	50 2 (14.5)	83 2 (24.1)	34 (9.9)
8. To allow teacher to observe students	22 9 (6.4)	94 7 (27.3)	94 2 (27.3)	55 1 (16.0)	47 3 (13.7)	32 (9.3)
9. To allow teacher/students a brief time to relax	13 10 (3.8)	35 9 (10.2)	90 3 (26.2)	33 4 (9.6)	142 1 (41.3)	31 (9.0)
10. To permit individualization of instruction	56 8 (16.3)	104 6 (30.2)	72 4 (20.9)	41 3 (11.9)	38 4 (11.0)	33 (9.6)
11. To present subject matter where there is not a special teacher (music, science)	146 5 (42.4)	114 5 (33.1)	29 5 (8.4)	7 7 (2.0)	18 5 (5.2)	30 (8.7)

INSTRUCTIONAL USE OF PUBLIC TELEVISION PROGRAMS

RANKED BY NUMBER OF CLASSES VIEWING

SERIES	M C S			S C S	WEST TN	PRIVATE	TOTAL	RANK
	Elem.	Jr/Sr	Total	Middle/Jr/Sr	Jr	Elem.		
			*	*	*	*		
Shakespeare Plays	2	124	126 (1)	21 (4)	1 (2)	0	148	1
National Geographic Special	10	76	86 (3)	33 (2)	1 (2)	7 (1)	127	2
Masterpiece Theatre	4	86	90 (2)	19 (5)	2 (1)	0	111	3
Cosmos	9	46	55 (7)	44 (1)	2 (1)	6 (2)	107	4
Great Performances	4	78	82 (4)	10 (8)	2 (1)	3 (4)	97	5
Nova	4	63	67 (5)	22 (3)	1 (2)	6 (2)	96	6
Bill Moyers Journal	2	61	63 (6)	4(11)	0	0	67	7
Live From Lincoln Center	4	28	32 (9)	12 (7)	2 (1)	4 (3)	50	8
Body in Question	2	31	33 (8)	13 (6)	0	0	46	9
Evening at Symphony	2	26	28 (10)	1 (14)	0	4 (3)	33	10
McNeil-Lehrer Report	2	22	24 (11)	2 (13)	0	0	26	11
Survival	1	18	19 (12)	7 (9)	0	0	26	11
Connections	1	14	15 (15)	3 (12)	1 (2)	6 (2)	25	12
China: Land of My Father	2	13	15 (15)	5 (10)	0	0	20	13
Washington Week In Review	0	18	18 (13)	2 (13)	0	0	20	13
Wall Street Week	1	15	16 (14)	2 (13)	0	0	18	14
Up and Coming	2	14	16 (14)	1 (14)	0	0	17	15
Vikings	4	10	14 (16)	1 (14)	1 (2)	0	16	16
Haydn on the River	0	13	13 (17)	1 (14)	0	0	14	17
G.E.D.	2	6	8 (18)	0	1 (2)	0	9	18
Here's To Your Health	0	5	5 (22)	4 (11)	0	0	9	18
From Jumpstreet	0	8	8 (18)	0	0	0	8	19
Family Focus	2	4	6 (21)	1 (14)	0	0	7	20
Thumbs Up!	0	3	3 (24)	1 (14)	0	0	4	21
Tomorrow's Families	0	2	2 (25)	0	0	0	2	22
Totals	60	784	844	209	14	36	1103	

* indicates column rank

INSTRUCTIONAL USE
of
OTHER PTV PROGRAMS

Write-in Series	M C S			S C S	WEST TN	PRIVATE	TOTAL	Rank
	Elem.	Jr/Sr	Total	Middle/Jr/Sr	Jr	Elem.		
American Short Story	0	8	8	0	0	0	8	1
Hard Choices	0	7	7	0	0	0	7	2
Shock of the New	0	5	5	1	0	0	6	3
Joy of Bach	0	4	4	0	0	0	4	4
Life on the Mississippi	0	2	2	0	0	0	2	5
Ski School	2	0	2	0	0	0	2	5
Free to Choose	0	1	1	0	0	0	1	6
MSU Basketball	0	1	1	0	0	0	1	6
Soccer: Made in Germany	0	1	1	0	0	0	1	6
Totals	2	29	31	1	0	0	32	

Reported
PTV Utilization Methods

	# Responses
1. Home Viewing - Extra credit given	589
2. Home Viewing - Enrichment only; no credit	434
3. Home Viewing - Assigned and required	69
4. Taped off the air and used in class	32
Total	1124

Objectives of PTV Use
in Rank Order

Rank	Objective	# of Responses
1.	to extend classroom instruction with relevant and timely information	224
2.	to provide a catalyst for classroom discussion of the subject	125
3.	to provide students with practical applications of classroom instruction	107
4.	to teach critical thinking	70
5.	to give students an expert role model	46
6.	to teach literary elements	44
7.	to compare written literature with performance	40

Reasons Given for
NOT Using PTV

Rank	Reason	# of Responses
1.	Programs do not fit my curriculum	443
2.	No/no easy access to TV set	270
3.	Lacked advance notice of programs	237
4.	Lacked teaching guide	203
5.	No/no easy access to videorecorder	154
6.	Other	76
7.	Do not know how to use programs with class	69

New Subject Area Programming Needs
by Number of Requests

Teachers and administrators were asked to write in ITV program needs. No suggestions were listed. The voluntary requests were then categorized.

Subject Area	Teachers *	Administrators *	TOTAL
1. Math	113 (1)	25 (1)	138
2. Language Arts (Grammar, Spelling, Lit., Speech/Drama)	91 (2)	13 (4)	104
3. Social Studies	74 (3)	16 (3)	90
4. Career/Voc./Tech.	61 (4)	18 (2)	79
5. Science	52 (5)	16 (3)	68
6. Health/Guidance/Safety	48 (7)	9 (7)	57
7. Reading	50 (6)	3 (9)	53
8. Music	33 (8)	11 (5)	44
9. Art	23 (10)	10 (6)	33
10. Physical Education	26 (9)	3 (9)	29
11. Staff Development	12 (13)	11 (5)	23
12. Foreign Language	16 (11)	3 (9)	19
13. Family Life	12 (13)	6 (8)	18
14. Handwriting	15 (12)	2 (10)	17
15. Skills	9 (14)	2 (10)	11
15. Special Education	8 (15)	3 (9)	11
16. Economics	6 (16)	1 (11)	7
17. Interdisciplinary	2 (17)	1 (11)	3

* The number in parentheses indicates column rank.

GRADE LEVEL PROGRAMMING NEEDS
BY NUMBER OF REQUESTS

L e v e l	Teachers		Administrators		Totals	
		*		*		*
Pre-school/Kindergarten	72	(4)	4	(4)	76	(4)
Primary	131	(2)	29	(3)	160	(3)
Intermediate	126	(3)	38	(2)	164	(2)
Jr./Sr. High	301	(1)	54	(1)	355	(1)
Adult	0		4	(4)	4	(5)

* The number in parentheses indicates column rank.

RATIO OF TV SETS TO CLASSES

School Group	RATIO								
	0	1:1	1:2	1:3	1:4	1:5	1:6	1:7	1:8+
	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %	No. %
MCS	2 2	22 18	44 35	12 10	7 6	1 1	0 0	4 3	33 25
SCS	0 0	3 12	2 8	5 20	5 20	3 12	3 12	1 4	3 12
W.TN	11 16	15 22	9 13	6 9	4 6	2 3	5 8	1 2	14 21
Private	0 0	1 11	1 11	0 0	3 34	1 11	2 22	0 0	1 11
Totals	13	41	56	23	19	7	10	6	51